



Union Square

City of Somerville
Master Developer



March 2014



PRESENTED BY:

THE **ABBAY** GROUP

UNION SQUARE :: Looking Back



- Historically a layered hub of retail, commercial, residential and manufacturing built around public transit access.



UNION SQUARE :: Looking Forward



- The past informs the future.
- The 'T' will reintroduce a public transit-oriented urban hub.
- Expansion of the Urban Village.
- New opportunities to live, work, play, and raise a family.

CORE VALUES



Union Square
Swag



Farmers Market
Goodies



Fluff Stuff

SomerVision and Abbey Vision Values-Based Growth:

- Engage in community inspired development.
- Personally invest for the long term.
- Value the existing fabric and celebrate public space.

FOCUS



- We are highly selective in the projects we do – we immerse ourselves in those that we take on.
- Committed members of the community.
- Good neighbors.



THE CHALLENGE



- Integrate the big picture goals of the community with the existing social and built fabric of the neighborhood.
- Find creative solutions that grow organically and evolve through the parcels.
- Build compelling work environments that will attract new business.

THE VISION :: Unique Propositions



- Embrace existing neighborhood
- Cultivate an EcoDistrict
- Nurture an Arts District
- Build for and invest in the creative economy

INNOVATIVE & COMMITTED TEAM

discipline

name of firm or consultant

MASTER DEVELOPER

The ABBEY GROUP, Boston, MA

ARCHITECTURE

Bruner/Cott & Associates, Cambridge, MA

Charles Rose Architects, Somerville, MA

URBAN PLANNING

Ken Greenberg, Toronto, Canada

SUSTAINABLE MASTER PLANNING

ARUP, New York, NY

LANDSCAPE ARCHITECTURE

Michael Van Valkenburgh, New York, NY

PUBLIC ART

Joe Thompson, MASS MoCA, North Adams, MA

Rick Lowe, Project Row Houses, Houston, TX

GEOTECHNICAL & ENVIRONMENTAL

Haley & Aldrich, Boston, MA

CIVIL ENGINEERING

Nitsch Engineering, Boston, MA




COST CONSULTANT

Faithful & Gould, Boston, MA

CONSTRUCTION MANAGER

Suffolk Construction, Boston, MA

EXPERIENCE :: Highly Advantageous

DEVELOPMENT TEAM	QUALIFYING EXAMPLES
Experience with large-scale (>600,000 square feet) projects: commercial, residential, institutional uses in a complex and dense urban setting.	 Lafayette City Center (office/retail)
Experience with pedestrian /bike-friendly Transit Oriented Development projects; past successes in public/private partnerships with the MBTA, Mass DOT or some other large transportation entity.	
Experience with redevelopment of urban sites & brownfield sites.	
Past success with large scale, mixed use development projects for community benefits and mitigation package, especially in providing new employment opportunities for local residents.	
Financial capacity to complete project.	
Familiarity and experience with the local and regional development climate and Greater Boston area real estate markets.	 Landmark Center (office/retail/theater)
Past successes with elected officials, community advisory committees and neighborhood businesses and residents.	 45 Province Street (residential/retail)

DESIGN TEAM	QUALIFYING EXAMPLES
Understanding of mixed-use, pedestrian friendly, transit-oriented development and ability to work with MBTA/GLX .	<ul style="list-style-type: none"> • Landmark Center (office/retail/theater) • Channel Center District (new construction & adaptive reuse – office/retail/residential/theater/artist live-work space/galleries) • The Watch Factory (adaptive reuse/ office/retail/residential/structured parking/recreation) • MASS MoCA (750,000 sf adaptive reuse of abandoned mill complex into art museum/revitalized downtown North Adams)
Experience with urban redevelopment projects, and incorporating public area & public art.	
Familiarity with adaptive reuse and historic preservation.	
Skill and experience designing structured parking that does not detract from urban vitality and design context.	
Urban design and master planning skills, ability to create a sense of community & place, embracing the existing eclectic elements that help to define an area.	<ul style="list-style-type: none"> • North Point • The Watch Factory • Alexandria Center
Experience conducting public charrettes as a component of public/private engagement.	<ul style="list-style-type: none"> • Project Row Houses • Fenway District
Demonstrated success in embracing and implementing the highest standards of sustainability and environmental sensitivity.	<ul style="list-style-type: none"> • Blackstone Station, Harvard University (adaptive reuse, first double LEED Platinum project in the country) • Hampshire College, Campus Portal (Living Building Challenge project) • Southwest EcoDistrict, Washington, DC
COMPLETE MASTER DEVELOPER TEAM	QUALIFYING EXAMPLES
Ability to work cooperatively & constructively with the SRA, the CAC, & City staff.	<ul style="list-style-type: none"> • Landmark Center • 45 Province Street • 1282 Boylston Street
Urban design & master planning skills, along with the proven ability to create a sense of community & place, embracing the existing eclectic elements that help to define an area.	

EXPERIENCED IN URBAN NEIGHBORHOODS

The Fenway and Downtown Crossing

- Two example neighborhoods that benefitted from Abbey team's involvement, approach and commitment.



EXPERIENCE :: The Fenway



Landmark Center - catalyst that sparked a neighborhood:

- 1.5 M sf historic redevelopment.
- Brought 630,000 sf of new business to the Fenway.
- Created 250,000 sf of retail establishing Fenway as viable regional destination.
- Transit oriented development on MBTA Green Line T stop - Fenway T stop rebuilt concurrent with our development.
- Designed and built two reconfigured intersections on MDC & City land.

EXPERIENCE :: The Fenway's New Housing

Landmark Square:

- First new apartment building in the neighborhood in over 20 years.
- Contextual design.
- Validated ongoing rezoning.



The Viridian:

- A leader in community benefits:
 - affordable housing
 - ground floor community center.
- Innovative design:
 - taller building with smaller footprint.



EXPERIENCE :: Downtown Crossing



45 Province Street - Modern Beauty in Historic Downtown:

- contextual, forward design
- creating a residential environment
- staying the course



EXPERIENCE :: Downtown Crossing



Lafayette City Center - Re-imagining a Neighborhood:

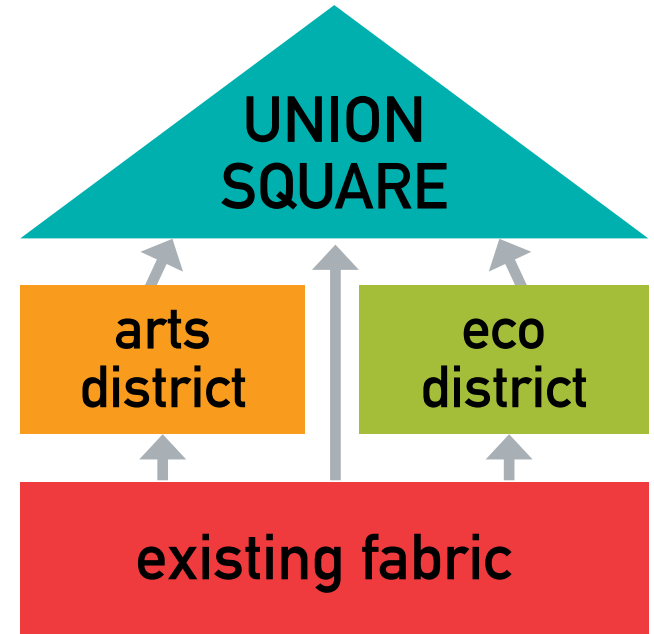
- A new brand for Downtown: the BID.
- Attracting creative economy business with compelling work environments.



The Future of Union Square



We are eager to bring our master developer skills to Union Square.



Arts District



- Public art woven/integral through each parcel and the open spaces throughout Union Square.
- Expanding the vibrant culinary and restaurant scene.
- Intentional gathering spaces.
- Innovative spaces for creative private enterprise.
- 2nd floor Arts Business and Retail Zone.
- Artistic, ambitious, varied architecture.

EcoDistrict

APPLYING SUSTAINABLE DESIGN PRINCIPLES FROM BUILDINGS TO THE NEXT SCALE

mobility

- Provide safe & comfortable pedestrian environment.
- Connect to local & regional public transportation & bicycle networks.
- Promote bike & car shares, minimize parking.



water

- Reduce portable water consumption.
- Rain water recovery for landscape irrigation.
- Grey water harvesting.



job growth

- Create a destination for food/culture/art based on ecological practices.
- Enriched quality of life attracts employers.
- Dynamic/holistic neighborhood supports small-scale knowledge-based businesses.



community vitality

- Linking to the T to commercial core via new developments.
- Create new or improve public realms to foster gathering & mixing.
- Establish mobile & upgrade exhibition & performance venues.



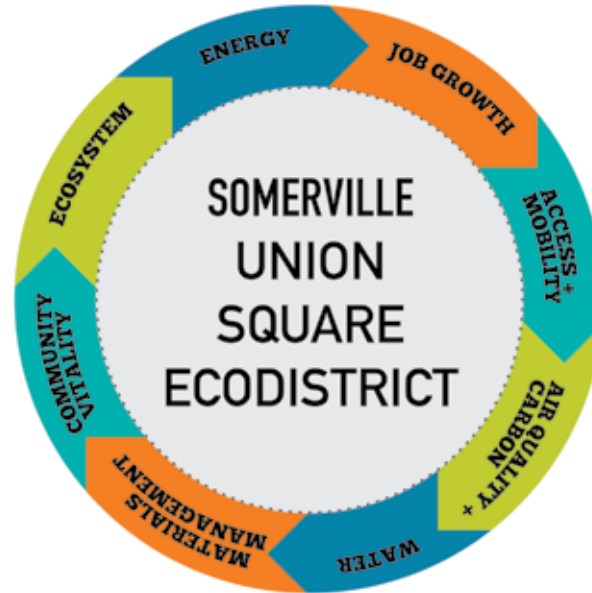
waste management

- Diverting waste from landfill via comprehensive recycling & compost programs.
- Recycle construction waste.
- Explore waste to energy technology.



energy

- Promote smart grid for efficient energy deliveries.
- Reduce energy consumption and investigate feasibility of a central utility plant.
- Maximize the use of renewable energy.



NEIGHBORHOOD-SCALE
COMMITMENT TO ACHIEVE
DISTRICT-WIDE
SUSTAINABILITY GOALS

Abbey Group Visioning



GATHERING
SOCIALIZING
COLLIDING

Prospect Hills
Monument

LIVING
ART
SELLING



BOW ST

COMMERCE

Retail Frontage

BIKE PATH

FOOD
ENTERTAIN

WEBSTER AVE

Argenziano
School

SOMERVILLE AVE

PROSPECT ST

Neighborhood
Bridge

LIVING
CREATE
BUYING

INNOVATE
INCUBATE
INVENTING



Why the Abbey Group Team

“At the very core of the Abbey Group’s success is a willingness to listen, to engage the public, address concerns and questions, conduct additional studies and incur those costs outside of the scope of regulations to satisfy the needs of a neighborhood concerned with intense institutional pressures and gentrification that threaten neighborhood affordability and way of life.”

- Dharmena Downey, Executive Director, Fenway CDC

“My professional experience with the Abbey Group is based on my knowledge of working with them over the past 5 years. However, their work across the City is well established and respected. In the Fenway and other areas, they have worked tirelessly with City agencies, neighborhood groups, and non-profit organizations to make sure their development projects excel and serve as examples to the rest of the community.”

- Rosemarie Sansone, President, Downtown Boston Business Improvement District Corporation

Unique, alternative approach:

- We are a local family-owned company that invests in neighborhoods for the long term.



- Our developments have all been rooted in established communities and built out of true community collaboration.



- We believe in the value of ambitious, sustainable, and contextual design.



- We can expand the creative and arts culture of Union Square.



Thank you!